

ORDER



Orders
Order / Rev: 166986
Alt Order #:
Product Desc:
Estimate: 12064
Flight Dates: 09/24/12 - 09/30/12
Original Date / Rev: 09/20/12 / 09/30/12
Order Type: GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE: Local Account KSTP House
Sales Office: MSP
Sales Region: Local

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030-7428

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Graves for Congress
Demographic: A35+
Product Codes: PL1
Priority: 4
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	70	\$27,865.00	\$23,685.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	70	\$27,865.00	\$23,685.25	0.00
Totals	70	\$27,865.00	\$23,685.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local Account KSTP House			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	25%	\$27,865.00
Market	100%	\$111,460.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$27,865.00
KMSP	25%	\$27,865.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	25%	\$27,865.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	M	09/24/12	09/30/12	M-F 5-530a News M-F 5-530a News	CM	5-530a	- 1- 11- -	:30	3	\$175.00	4	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	- 1- 11- -			3		\$175.00		0.00				
E 2	M	09/24/12	09/30/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	11111- -	:30	5	\$250.00	3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	11111- -			5		\$250.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	M	09/24/12	09/30/12	M-F 6-7a News M-F 6-7a News	CM	6-7a (6:00 AM-6:30 AM)	11111--	:30	5	\$450.00	3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	11111--			5		\$450.00	0.00					
E 4	M	09/24/12	09/30/12	M-F 6-7a News M-F 6-7a News	CM	6-7a (6:30 AM-7:00 AM)	11111--	:30	5	\$450.00	3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	11111--			5		\$450.00	0.00					
E 5	M	09/24/12	09/30/12	M-F GMA M-F GMA	CM	7-9a	22222--	:30	10	\$250.00	4	0.00	NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	22222--			10		\$250.00	0.00					
E 6	M	09/24/12	09/30/12	SA GMA Sa GMA	CM	7-8a	-----1-	:30	1	\$300.00	4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-----1-			1		\$300.00	0.00					
E 7	M	09/24/12	09/30/12	Su 6-7a Sun 6-7a News	CM	6-7a (6:30 AM-7:00 AM)	-----1	:30	1	\$150.00	4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-----1			1		\$150.00	0.00					
E 8	M	09/24/12	09/30/12	M-F 9-10a Live with Kelly and Michael	CM	9-10a	-1-1---	:30	2	\$150.00	4	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-1-1---			2		\$150.00	0.00					
E 9	M	09/24/12	09/30/12	M-F The View M-F The View	CM	10-11a	1-1-1--	:30	3	\$250.00	4	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	1-1-1--			3		\$250.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	M	09/24/12-09/30/12		M-F The View		10-11a	M-W-F----	:30		(\$250.00)		0.00	NM		
See MG 9.4															
[PE Due can't clear on Wednesday at rate--could clear T, Th or F]															
4	M	09/27/12-09/27/12		M-F The View		10-11a	---Th-----	:30		\$250.00		0.00	NM		
Ⓜ MG for 9.2 09/26															
E 10	M	09/24/12	09/30/12	M-F Midday News M-F Midday News	CM	11a-12p (11:00 AM-11:30 AM)	-1-1---	:30	2	\$125.00	4	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-1-1---			2		\$125.00	0.00					
E 11	M	09/24/12	09/30/12	M-F Midday News M-F Midday News	CM	11a-12p (11:30 AM-12:00 PM)	1---1--	:30	2	\$125.00	4	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	1---1--			2		\$125.00	0.00					
E 12	M	09/24/12	09/30/12	M-F 12-1p 9/26-TFN The Chew	CM	12-1p	--1----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	--1----			1		\$200.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	09/24/12-09/30/12		M-F 12-1p 9/26-TFN		12-1p	--W-----	:30		(\$200.00)		0.00	NM		
See MG 12.2															
[PE At order entry--na at rate on Wednesday (could place T, Th or F)]															
2	M	09/25/12-09/25/12		M-F 12-1p 9/26-TFN		12-1p	-T-----	:30		\$200.00		0.00	NM		
Ⓜ MG for 12.1 09/26															
E 13	M	09/24/12	09/30/12	M-F 3-4p Twin Cities Live	CM	3-4p	11--1--	:30	3	\$100.00	4	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	11--1--			3		\$100.00	0.00					
E 14	M	09/24/12	09/30/12	M-F 4-430p Millionaire	CM	4-430p	1-111--	:30	4	\$135.00	4	0.00	NM	4	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

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E 14	M	09/24/12	09/30/12	M-F 4-430p Millionaire	CM	4-430p	1-111--	:30	4	\$135.00	4	0.00	NM	4	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	1-111--		4			\$135.00			0.00			
E 15	M	09/24/12	09/30/12	M-F 430-5p News 430p News	CM	430-5p	-1-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-1-----		1			\$250.00			0.00			
E 16	M	09/24/12	09/30/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$335.00	4	0.00	NM	5	\$1,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	11111--		5			\$335.00			0.00			
E 17	M	09/24/12	09/30/12	M-F 6-630p M-F 6-630p	CM	6-630p	1-1-1--	:30	3	\$425.00	4	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	1-1-1--		3			\$425.00			0.00			
E 18	M	09/24/12	09/30/12	M-F 630-7p M-F 630-7p	CM	630-7p	-1-1---	:30	2	\$325.00	4	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-1-1---		2			\$325.00			0.00			
E 19	M	09/24/12	09/30/12	Mon Spcl 2 Dancing with the Stars	CM	7-9p	1-----	:30	1	\$3,300.00	4	0.00	NM	1	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	1-----		1			\$3,300.00			0.00			
E 20	M	09/24/12	09/30/12	Wednesday Prime A The Middle	CM	7-8p	--1----	:30	1	\$1,500.00	4	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	--1----		1			\$1,500.00			0.00			
E 21	M	09/24/12	09/30/12	Friday Prime A Shark Tank	CM	7-8p	----1--	:30	1	\$800.00	4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	----1--		1			\$800.00			0.00			
E 22	M	09/24/12	09/30/12	Sunday Prime C Revenge	CM	8-9p	-----1	:30	1	\$3,000.00	4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1		1			\$3,000.00			0.00			
E 23	M	09/24/12	09/30/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	111-1--	:30	4	\$700.00	4	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	111-1--		4			\$700.00			0.00			
E 24	M	09/24/12	09/30/12	M-F 1102p News M-F 1102p News	CM	1102-1132p	11-1---	:30	3	\$175.00	4	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	11-1---		3			\$175.00			0.00			
E 25	M	09/24/12	09/30/12	M-F 1035-1102p Nightline	CM	1035-1102p	--1----	:30	1	\$275.00	4	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	--1----		1			\$275.00			0.00			
Totals														70	\$27,865.00